



## **TOWN OF GARNER**

### **NEWS RELEASE**

#### **FOR IMMEDIATE RELEASE**

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## **Trick-or-Treat the Trails Receives Another Honor**

Garner's Parks, Recreation and Cultural Resources Department (PRCR) has won the 2013 Innovative Program Award from the North Carolina Recreation and Park Association (NCRPA) for its inaugural Trick-or-Treat the Trails event at White Deer Park in 2012.

The statewide award recognizes a parks and recreation program or special event for the benefits that it provides to the individual, community, economy and environment, the NCRPA said in a statement.

Over 4,500 people attended the first-ever Halloween event at White Deer Park. Attendees had the chance to enjoy an exceptional recreation program offered at virtually no cost to the Town. Participants were able to exercise and were exposed to trails that many had not ever visited.

Over 40 local businesses and organizations gave out treats along the trails and were able to advertise and share information with thousands of people in just three hours. The involvement of community partners, meanwhile, limited costs to the Town. PRCR had created the program in response to budget cutbacks.

The event also received excellent media coverage from regional print and broadcast media, including section-front coverage in the News & Observer and a news report on WTVD-ABC11.

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“This award is another great example of parks and recreation staff members’ continuous efforts to find innovative and exciting ways to involve the community in our programs,” PRCR Director Sonya Shaw said. “Collaborative partnerships with businesses, churches and community groups proved successful in this endeavor, led by Stephanie Shaffer, White Deer Park’s manager.”

The inaugural Trick-or-Treat the Trails also won the Rising Star Award from the N.C. Association of Festivals and Events earlier this year. The second annual Trick-or-Treat the Trails this Halloween drew approximately 6,000 people, with 43 local organizations and businesses participating.

The NCRPA is a nonprofit education and advocacy organization dedicated to the advancement of the park, recreation and leisure profession in our state. An overview of the programs and services offered by the NCRPA can be found at [www.ncrpa.net](http://www.ncrpa.net).

For more information on Trick-or-Treat the Trails and other PRCR events, visit [garnernc.gov](http://garnernc.gov) or call (919) 773-4442.

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